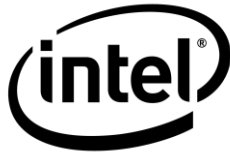**Intel Corporation**
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News Fact Sheet

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Intel News at Game Developers Conference

March 23, 2009: At the Game Developers Conference in San Francisco, Intel Corporation announced broad additions to its Visual Adrenaline program, a comprehensive and worldwide offering dedicated to serving visual computing developers. First announced in August 2008, Visual Adrenaline provides tools, resources, information and marketing opportunities to game developers, artists and animators. Below is an overview of Intel's news at the show.

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Developer Tools for Better Gaming – The Intel® Graphics Performance Analyzers (GPA) is a new suite of software tools that help software and PC game developers analyze and optimize for performance on Intel® Integrated Graphics. Consisting of the System Analyzer, Frame Analyzer, and the Software Development Kit, the suite of tools provides in-depth application analysis and customization that help developers pinpoint performance bottlenecks and enable them to optimize games for Intel Integrated Graphics-based desktops and notebooks. GPA offers software tools that provide a holistic view of system and graphics performance for Intel-based systems. GPA supports Intel integrated graphics chipsets and processors, including the Intel® Core™ i7 Processor, with planned support for future Intel graphics and multicore-related products. GPA is free of charge to members of the Visual Adrenaline program and is available to non-members for $299 from the Intel® Business Exchange. To learn more, visit www.intel.com/software/gpa or see the GPA news release http://www.intel.com/pressroom/archive/releases/20090323comp.htm.

Take Your Game Concepts to the Next Stage – Intel launched Level Up 2009, the fourth annual, worldwide Visual Adrenaline game demo challenge. This contest encourages professional and aspiring game developers to participate and compete for the chance to win valuable prizes. The contest has three categories: best threaded game, best game-on-the-go and best game optimized for Intel® Integrated Graphics. Participants will have access to development kits and software

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tools that will help them along the way. Entries for the contest will be accepted through July 1. Visit www.intel.com/software/levelup2009 to learn more.

Contest Winners Bring Physics Innovation to the Masses – Intel and Havok announced the winners of the first ever Havok Physics Innovation Contest. The contest was launched in August 2008 to encourage the creative use of Havok's no-cost version of Physics and Animation for PC game development. Realism is a key differentiator in games and Havok Physics offers developers the best way to deliver games that act real. Visit www.havok.com/contest and softwarecontests.intel.com/havok for a list of winners and to download and play the winning entries.

Partner Program Gains Momentum – Independent Software Vendors (ISVs) can meet audience demand for breakaway performance and games that look, act and feel real by optimizing their products to run on the latest Intel technology. The Intel® Software Partner Program is the gateway to Intel's worldwide technology, engineering and go-to-market Visual Adrenaline resources for game and digital content creation developers. The program provides ISVs with access to planning tools, business and development resources and marketing resources that reduce development costs and enable a faster time to market. The Intel Software Partner Program supports more than 17,000 company members across multiple industries with more than 800 members joining as Visual Adrenaline partners in 2009, including Activision, Ascaron, Deep Shadows, Hothead Games, Luxology, NetDevil, Reallusion, SEGA and Ubisoft. For more information, visit www.intel.com/software/partner/visualcomputing.

Software in the Spotlight – Intel launched an online gallery to showcase popular games and digital content creation applications that have been optimized to run on Intel processors and platforms, including the Intel® Core™ i7 processor and Intel Integrated Graphics. Through the online gallery, software developers and publishers will benefit from the added visibility of their optimized titles. Game enthusiasts will learn how software optimizations improve their gaming and digital media experiences on Intel platforms. Visitors can enter to win full versions of some of the highest-rated games featured in the gallery, such as "Call of Duty: World at War" (Activision/Treyarch) and Tom Clancy's "HAWX" (Ubisoft) by completing a brief entry form. To browse the gallery and enter to win, visit www.intel.com/software/visualadrenaline.

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